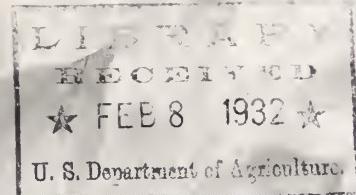


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



62.01



Moon Beam

Alice Meussdorffer Dahlia Gardens

487 Hanover Street

San Francisco

California

1
9
3
2

ALICE MEUSSDORFFER DAHLIA GARDENS
487 Hanover Street San Francisco, California



GREETINGS TO ALL DAHLIA LOVERS

It gives me great pleasure to present my 1932 Catalogue this year; not only because it gives me an opportunity of greeting my dahlia friends, but because I am introducing such marvelous varieties of my own origination into the Dahlia World. There is no greater joy than to create something really exceptional, and the next greatest joy is to have others enjoy it also.

In these pages you will find all my New Varieties. 1931 was a very successful Season with us. Twenty four Prizes were awarded us. KAWEAH, the World's largest and most talked of Dahlia of the year, ruled supreme; winning 6 First Prizes for the Largest Perfect Dahlia in 6 Shows. ROSALIND KEEP won 2 First Prizes for Best Dahlia in 2 Shows; MOONBEAM captured the Achievement Medal of the American Home; and ALICE MEUSSDORFFER won the American Dahlia Society Medal for Best Basket of 15 Dahlias. We won First Prize For Best Display in 2 Shows in 1931.

I have had such fine reports on all my New Originations from the East as well as the West. We wish to thank our many friends and patrons for all their testimonial letters received and for their friendly interest in our dahlias. It is a source of pleasure and gratification to us. A satisfied customer is our best advertisement. In soliciting your patronage we wish to earn your confidence by fair dealing, and will do all in our power to warrant your continued confidence.

With Best Wishes for 1932,

ALICE MEUSSDORFFER



Member of the National Association of Commercial Dahlia Growers
Member of The American Dahlia Society—2nd Vice President of the Dahlia Society of California

GENERAL INFORMATION

Order Early—Shipments made about April 1st, unless otherwise specified.

Remittance must accompany each order. All orders are delivered carefully packed, by insured Parcel Post. We pay postage on all orders over \$1.00. If less than \$1.00 add 25 cents for postage. Dahlias sent to cold climates before April 1st will be packed against freezing, but sent at customers risk. We Guarantee all roots true to name and in strong growing condition when shipped. Orders are carefully filled from field grown divided roots. We should be notified at once of anything unsatisfactory. We do not substitute unless requested to do so.

K A W E A H

The World's Largest and Greatest Dahlia

15 Inches in California; 15 $\frac{3}{4}$ Inches in Delaware. EASTERN and WESTERN HONOR ROLL DAHLIA. WINNER of 7 FIRST PRIZES in 6 SHOWS. 6 FIRST PRIZES for LARGEST PERFECT DAHLIA; 1 FIRST for BEST COLOR. THE MOST TALKED OF Dahlia of the Age. Illustration on Page 5. KAWEAH was the SENSATION of all the Shows, where exhibited; and conceded by Growers, Originators and all who saw it, to be the Largest, Greatest and most Wonderful Dahlia they had ever seen. This tremendously large Dahlia is named for one of our towering Mountain Peaks in the High Sierras in California, from whose summit one of the most superb views is had, that I have ever seen.



KAWeah

KAWeah has everything; huge size, splendid long strong STRAIGHT stem; wonderfully rich color, fine form, and substance, and splendid keeping qualities. The Color is a rich, fuchsia rose, center of petals shading to a rich velvety cardinal, towards the center of the flowers; when fully matured the flowers shade lighter toward the tips of the petals,

First flowers have been 13 $\frac{1}{2}$ to 15 inches without forcing, with great depth, and late in the Season the flowers have been 10 to 12 inches. It is naturally a large flower; I have never seen a small flower on the bushes. These tremendous blooms are held perfectly erect on very long, extra strong, stiff, straight stems, 18 to 24 inches to first lateral; and as one Grower lists it: "Kaweah is one of the big ones which does not sacrifice color or form to size. It is quite a compliment to any gigantic dahlia to call it graceful, but this one easily merits that compliment." They require very little disbudding. Bushes grow to a height of 5 feet; I have had as many as four enormous flowers blooming on the one bush at the same time; and many large buds ready to open.

DERRILL HART says: "KAWeah is a magnificent exhibition Dahlia and a fine grower in the garden. Had I but waited my story, I would have given Kaweah an even more enthusiastic writeup in the American Home as the later flowers were even better than the first ones."

Kaweah won First Prize in the West Virginia Dahlia Society Show.

April 1st Delivery. Roots only, \$20.00 Net.



Kaweah.

KAWEAH—World's Largest Perfect Dahlia— $15\frac{3}{4}$ Inches
WINNER OF 8 FIRST PRIZES in 7 Shows. 6 for Largest, Perfect Dahlia in each Show. The most talked of Dahlia of the Age. Full description on Page 4.

Our New Introductions for 1932

INGOMAR—Semi Cactus

Illustration on Page 13

This immense 12 inch rich red, almost scarlet dahlia, with darker center, always attracts universal attention; not only on account of its fine form, and marvelous color, but for its erect carriage on absolutely strong, stiff straight stems. First flowers face upwards, and have great depth; the bushes are medium tall with us, and are prolific bloomers. It came so good in New York, that Derrill Hart would have featured it on the Honor Roll, had he not already featured so many reds this year.

April 1st Delivery. Price per Root, \$15.00 Net.

MOONBEAM—Formal Decorative

Illustration on Front Cover

Winner of the 1931 Achievement Medal at the Dahlia Society of California Show, for the Best Undisminated Seedling. Mr. Warwick Carpenter describes Moonbeam as follows in the December Issue of the American Home. "The pale yellow beams of an August moon are in the translucent petals of this very interesting and meritorious flower. Massive, easily attaining 10 inches in Diameter. The ground is canary yellow, becoming lighter toward the edges. Erect carriage on a good stem. Bushes are four feet high with rich lace-like foliage. The blooms last for a long time on the bush. This three-year-old holds much promise." It is a greatly admired flower in the garden, as well as when cut.

April Delivery. Roots only, \$15.00 Net.

ROSALIND KEEP—Formal Decorative

Illustration on Page 7

Winner of First Prize for Best Dahlia In San Francisco Garden Club Show. This large 10 inches and over, exquisitely beautiful, clear, delicate pure pink dahlia with white center, and water-lily form, must be seen, to be able to appreciate its exquisite beauty. It is universally admired, not only on account of its sheer beauty, but on account of its erect carriage on long, straight stems, that are graceful. It is the best keeper when cut, that I have ever seen; never needs renewing at the shows, and keeps a week in the house. It is a prolific bloomer; the first to bloom, and a very fast grower. The bushes are five feet tall, and are a mass of blossoms continually until late in the season.

April Delivery. Roots, \$15.00 Net.

LORRAINE—Pompon

This lovely pompon is one of the best. The color is a fine amber, with each petal edged with a warm old rose, and it has an old rose eye or center. The stems are very long and strong, the bushes are large and are always full of flowers; one of the best for cutting and florist work. \$1.50 Net.



Rosalind Keep

ROSALIND KEEP—1932 Introduction

Winner of FIRST PRIZE for BEST DAHLIA in SAN FRANCISCO GARDEN CLUB SHOW. 10 to 12 inches. Exquisitely beautiful, clear pure, pink, white center, water-lily form. Full description on Page 6

GENERAL LIST OF DAHLIAS

Abbreviations indicating classification: B.—Ball; Coll.—Collarette; C.—Cactus, incurved, recurved or straight. S. C.—Semi-Cactus, formerly Hybrid Cactus. FD—Formal Decorative; ID—Informal Decorative; MD—Miniature; P—Peony; S—Single. Pompon Dahlias are on Pages 12 and 14.

Prices quoted are for single roots. We do not sell green plants.

*ALICE MEUSSDORFFER	—Illustration on Page 9 (One of my finest 1931 Introductions). I. D. This large, refined and exquisitely beautiful dahlia, has been universally admired and declared by everyone who saw it, to be the most beautiful dahlia they had ever seen. It won First Prize for a Basket of 15 of one Variety at the Show of The Dahlia Society of California in 1931. Won American Dahlia Society Medal. The color is a pure, clear pinkish orchid, without a trace of any other color. The flowers often measure 10 inches and over, and are held perfectly erect on top of a long, wiry straight stem. The foliage is very attractive, lace-like but leathery, the tall bushes with the masses of blossoms look like rows of tall chrysanthemums. It is one of the latest blooming varieties I have; at this late date, December 16th, there are still many blooming. Roots only.....	\$20.00
*ALICE VOISINET	—C. Bronze and copper shading to buff and henna. Root.....	\$ 1.00
*ALMA DAVIES	—P. Strong stem salmon pink shading to apricot.	\$ 1.00
*ALAMEDA	—B. Immense coral red, with long strong stems.	\$ 1.00
ABBE HUGONARD	—Coll. Striking purple, white collar, and white edge.	\$.50
*AL KORAN	—F. D. Large bright yellow, deepening to amber, wavy petals.	\$.50
*AMBASSADOR	—C. Large soft yellow and salmon, strong stiff stems. My stock is of the original \$50.00 Prize Winning stock. Perfect centers.	\$.75
*AMUN RA	—F. D. A stunning copper and orange, scarlet reverse.	\$.50
*BALLET GIRL	—C. Orange, splashed and tipped white, some white tipped orange.	\$.75
*BLACK JACK	—I. D. Deepest velvety maroon, almost black.	\$.75
*BARBARA REDFERN	—Old rose and gold. Immense. Good stiff stem.	\$ 1.50
*CALIFORNIA SUPERBA	—I. D. Lovely pink, shading to white center.	\$ 1.00
*CAROLINE MEUSSDORFFER	—F. D. (One of my finest 1930 Introductions.) First Prize Winner 1930 Show for Best Basket of Dahlias—15 of one variety. This immense and exquisitely beautiful dahlia of great depth and fine form is named for my dear Mother. The center and three rows of petals around center are creamy yellow, the center and reverse of remaining petals is a bronzy salmon pink, shading to a primrose yellow edge, suffusing the immense blooms with a warm glow. The stems are very long and strong, holding the 10 inch blooms well above a tall, strong bush. It is a prolific bloomer, always full of flowers that hold their centers to the end of the season. Root.	\$ 7.50
CITY OF PORTLAND	—P. Deep, clear yellow; large blooms, good stems.	\$.75
CREAM KING	—P. An immense flower of a deep cream. Good stem.	\$.75
*CORONADO	—B. An immense, very beautiful, fuchsia colored dahlia.	\$ 1.00
*DE ETTE	—My 1930 Introduction. Large single, bronzy yellow, crimson ring.	\$.75
*DR. TEVIS	—F. D. A large bloom of old rose and gold, on good stems.	\$.50
EDNA FERBER	—S. C. One of the finest. Glistening coral, shading to old gold.	\$ 1.50
*ELINOR VANDERVEER	—F. D. A Prize winning magnificent rose pink dahlia.	\$.50
*ELSIE OLIVER	—I. D. Large creamy pink, shading to cream in center.	\$ 1.00
*FAITH GARIBALDI	—F. D. Silvery rose pink, immense flowers, fine form.	\$ 1.00
*FLAMENCA	—S. C. One of my 1929 Introductions. Winner of First Prize for Best Three Year old Seedling at 1928 San Leandro Show. A rich warm, velvety ripe peach color. The center unopened, and reverse of petals, eosine pink, the opened petals empire yellow with coral pink. The petals twist showing the eosine pink reverse, which casts a warm glow over the entire flower. Flowers have great depth, large blooms, strong stems and tall bushes.	\$ 2.50



Alice Meussdorffer

ALICE MEUSSDORFFER—Winner of American Dahlia Society Medal in 1931.

One of my finest 1931 Introductions, and conceded by all who saw it to be the most beautiful dahlia they had ever seen. A 10 inch variety. For further description see Page 8

*FLAMING METEOR—I. D.	Large orange scarlet, fine form. Prize Winner.	\$ 1.00
*FRANK MILLER—F. D.	Immense flat, long stiff stem, picric yellow dahlia.	\$ 5.00
GEANT DE LYON—Coll.	Large velvety maroon, with, a long white collar.	\$ 1.00
*GEORGE WALTERS—S. C.	Large, strong stem, dark salmon, buff base cactus.	\$.50
*GLADYS YOUNG—I. D.	Illustrated on Page 11. One of m finest 1931 Introductions. This immense, gloriously beautiful, clear canary yellow dahlia of great depth and fine form, is named for one of our sweetest San Francisco singers. Winner of Prize for best Yellow every year. It was the Outstanding Dahlia in a Delaware Growers garden and also in New York. The flowers are huge 10 to 12 inches in diameter and 6 to 8 inches in depth, and are held perfectly erect on long, strong, stiff stems, which grow well out of the medium tall bushes. It is a prolific bloomer and attracts universal attention and admiration. Roots only.	\$15.00
*GORGEOUS—P.	Immense, strong stemmed, yellow splashed scarlet dahlia.	\$ 1.00
HALVELLA—F. D.	A most charming rose pink, of large size, on stiff stems.	\$.75
HERALD—Coll.	Large, rosy pink, white collar.	\$.50
*ISOLDE—(One of my 1928 Introductions.)	This large beautiful bright citron yellow formal decorative dahlia always attracts a great deal of attention. Immense flowers of fine form, great depth and strong stem.	\$1 .50
*ISLAM PATROL—S. C.	A brilliant red dahlia, tipped gold, long stiff stem.	\$ 1.00
JANE COWL—I. D.	A great prize winner. Glistening bronzy buff and old gold blending to a deeper shade toward the center of the flower. Strong stem.	\$ 2.00
*JOHN MEUSSDORFFER—F. D.	(My finest 1928 Introduction.) Western Roll of Honor Dahlia. A great Prize Winner. It is named for my father, a California Pioneer, and a great lover of flowers who planned the beautiful grounds in which I raise my dahlias. A stunning startling large dahlia, of a glorious vivid, brilliant, glowing scarlet. It has straight, strong stems, holding the immense flowers perfectly erect. It attracted so much attention in Bronx Park, New York, that people wrote me telling how much they admired it. It is a sensational dahlia, attracting instant attention wherever seen. The bush is medium growing here, in the East it grew to 5 feet, and is always full of flowers. Roots only.	\$ 2.50
KATHLEEN NORRIS—F. D.	An immense bloom of true rose pink, good keeper.	\$ 4.00
KALIF—S. C.	Large, bright scarlet, strong stem and perfect form.	\$.50
KITTY DUNLAP—F. D.	American beauty rose, good stem, good keeper.	\$.75
LES AMOURS DE MADAME—B.	Lovely pink, some have cerise stripes.	\$.50
*MAY DEARBORN SCHWAB—I. D.	Winner of the Achievement Medal of the American Home in 1928. Winner of many First Prizes. It is a beautiful dahlia of great size and depth, color chinese violet, or bluish purple. Bushes are tall and stems are long and very strong. Roots	\$ 5.00
MEXICO—P.	An attractive red and yellow peony. Large flowers, good stems.	\$ 1.00
MEYERBEER—P.	Dark cardinal with purplish center, and lighter tips.	\$.75
*MRS. ALFRED B. SEAL—I. D.	A beautiful old rose I. Decorative. The flowers are huge, of great depth and substance. Strong tall bushes with excellent stems. Awarded the American Home Achievement Medal in 1928.	\$ 5.00
*MRS. CARL SALSBACH—F. D.	Immense blooms of mauve pink, long strong stems.	\$.50
*MRS. ELEANOR MARTIN—I. D.	Large flower, color mulberry, suffused gold.	\$ 2.00
*MRS. JOYSON HICKS—E.	Single. Rich bronzy tan with crimson ring.	\$.75
*NEW GLORY—S. C.	Striking ox-blood red, tips of petals white.	\$ 2.00
*ORIOLE—P.	Burnt orange, red and yellow, striking flower on good stem.	\$.50
PROXIE—F. D.	Immense beautiful, deep rich red flower on a tall bush.	\$.75
*QUEEN OF THE GARDEN BEAUTIFUL—	Enormous strong stem, primrose yellow.	\$ 1.00

* California Origin



Gladys Young

GLADYS YOUNG—Marvelous 1931 Introduction—11 Inches. Outstanding Dahlia
in Eastern Growers' Gardens. Full description on Page 10.

*REYNOLD—F. D. (My finest 1930 Introduction.) This is a strikingly beautiful dahlia, with its unusually lovely coloring. It attracts universal attention and exclamations of admiration, wherever exhibited and in the garden. The color is strawberry red; petals center, splashed bright carmine or spectrum red, shading to strawberry, each petal is outlined with creamy yellow, outer petals carmine shading to pink; reverse of petals cream. Long, strong stems, medium tall bushes. Flowers average 9 3/4 to 10 inches and have great depth. Winner of Silver Medal of Dahlia Society of California in 1929 for Best Three Year Seedling. Rating 94. Roots.	\$ 7.50
*RICHELIEU—F. D. Large flower of rich, deep, velvety red, strong stems. Roots.	\$ 2.50
*SANTA ROSA—I. D. A beautiful old rose, good stem, good keeper.	\$.50
*SHUDOWS LAVENDER—I. D. A beautiful silvery lavender flower, slightly shading to white, having long stiff stems, with lace-like foliage.	\$ 1.50
*SNOW WHITE—One of my 1928 Introductions. A very large, pure white beautiful decorative dahlia of great depth and substance, having long, very strong, straight stems, hold the immense blooms well above the strong growing bush, fine cut flower. From Salem, Ore., "Your dahlia, Snow White was a beauty, grew over 8 feet tall, and a mass of good sized blossoms on good stems.	\$ 1.00
*STEPHEN MATHER—I. D. Illustration on Page 15. One of my 1931 Introductions.) This immense decorative of unusual coloring and great strength is named for our beloved, deceased Director of National Parks, a great man, who did so much for this and future generations, in the Conservation of our National Parks. The color of this huge dahlia, which easily measures 10 inches and over, is light pinkish cinnamon, shading to congo pink, and center of unopened petals being corinthian red, with reverse of petals tyrian pink, suffusing the entire flower with a warm glow. (Ridgeways.) The flowers are held perfectly erect on splendid, long, strong stems (high above a very attractive, lace-like foliage, on a tall growing bush. Roots.	\$10.00
*SUNSET TROPHY—F. D. This beautiful dahlia is a light greenish yellow color; has a full center, is a profuse bloomer; with stems that are long and erect and hold the large blooms high above the tall growing bushes. It is a strong, sturdy grower that produces flowers 10 inches and over and has good depth. Winner of several prizes. Root.	\$10.00
*TEMELPA. One of my 1928 Introductions. A wonderful dahlia; color, center of petals, ox-blood red, shading to a carmine and corinthian red, with reverse of daphne red; also having flowers tipped white. Stems are straight and strong, flowers growing on top of it like a rose; good keeper as a cut flower or on the bush. It attracts a great deal of attention on account of its unusually beautiful coloring. Medium tall growing bush.	\$ 2.50
*THE CHRONICLE—I. D. An immense flower of rich velvety red, shading darker in center. Blooms are very full, and are held on good stout stems.	\$ 1.00
TREASURE ISLAND—F. D. Outstanding 1929 variety. Color is bright apricot with gold and rose suffusion. Good grower, large flowers on good stems.	\$ 2.50
*TRISTAN—F. D. One of my 1928 Introductions. This immense, rich, glowing, dark velvety red flower of fine form is held perfectly erect on a very strong, stiff stem, on sturdy bushes. Always attracts attention.	\$ 2.50
UNCLE SAM—P. A large orange buff, with strong stems.	\$.75
UNION JACK—Single. White, striped red.	\$.75
WILLIAM HOGAN—F. D. Garnet red, heavily tipped white; good stem. Never sports.	\$ 2.50

POMPON DAHLIAS

Pompons are the gems of the dahlia family, producing very small compact flowers like diminutive show dahlias. They are invaluable for cut flowers, owing to their good keeping qualities.

BANTAM—Best red for cutting; small perfect form, extra long stems.	\$.50
*BOSSY—New 1931. (Lengeman) Light phlox purple, dark center, long stem.	\$ 1.00
DAISY—Salmon rose, long stems, very popular.	\$.50
DARKEST OF ALL—Maroon, almost black.	\$ 1.00



Ingomar.

INGOMAR—12 Inches—One of My Finest 1932 Introductions

This photograph was taken late in October. Another that did well in the East; a greatly admired red, almost scarlet of huge size and great depth. Full description on Page 6.

DEEDEE—A perfectly formed pure lavender, dainty and small..	\$.50
GIRLIE—Lilac pink, very popular, long stem, good for cutting.	\$.50
GLOW—Pure old rose, perfect form, very popular.	\$.50
*HELEN ANITA—Small lavender, white center, very pretty, long stems.	\$.50
IDEAL—Pure yellow, good for cutting.	\$.50
JOHNNY—Very dark red, one of the smallest and most perfect.	\$.50
*LARRY—My 1929 Introduction. Golden amber, pinkish cinnamon center.	\$.50
LILIAS or LILAC—Beautiful, cream ground, heavily suffused with pink.	\$.50
LITTLE BEESWING—Golden yellow, tipped cherry, fine form.	\$.50
LITTLE DAVID—One of the best, burnt orange. Prolific bloomer.	\$.50
LITTLE DONALD—A very good red, small flowers, good stems.	\$.50
*LORRAINE—My New 1932 Introduction. Lovely amber with old rose tips and center; long strong stems, very prolific bloomer, popular cut flower for florist work.	Net \$ 1.50
*Lydia—My 1928 Introduction. Delicate pinkish orchid.	\$.50
MARIETTA—Deep rosy crimson.	\$.50
NELLIE FRASER—Light ground, edged and tipped with rose.	\$.50
REGULUS (Little Dorritt)—Beautiful cerise purple; small, perfect form.	\$.50
ROSEA—Charming variety of bluish lilac. Small and good.	\$.50
*ROSEMARIE—My 1929 Introduction. Bright rosy carmine, with cream reverse, long stems, and a very prolific bloomer.	\$.50
SUNSET—Clear orange.	\$.50
TOMMY KEITH—Crimson, tipped white.	\$.50
YELLOW GEM—Pure yellow, fine form, fine for cutting.	\$.50

One dozen Pompons, listed at \$.50, for \$5.00

DAHLIA COLLECTIONS

I am offering this season special collections, made up of one root each of my most popular varieties; gives an opportunity of securing a choice collection at a greatly reduced cost. These collections are carefully balanced as to color, and are made up of large dahlias only. There are twelve guaranteed roots in each collection, all labeled, and of varieties that can be found in this catalogue. We prepay all postage. These collections are: \$5.00, \$10.00, \$15.00 and \$25.00.

We extend a cordial invitation to the Dahlia Growers to join The DAHLIA SOCIETY OF CALIFORNIA

This Society is now affiliated with The American Dahlia Society which issues a wonderful quarterly Bulletin, filled with interesting Dahlia News. Membership—\$2.00 a year. Glenn F. Mack, Secretary, 1251 43rd Avenue, San Francisco—William J. Rathegeber, 198 Norton Street, New Haven, Conn.

We won the First Prize for the Best Basket of Pompons in Class A in the Professional Class, in the 1931 Show of the Dahlia Society of California.



~ California Origin



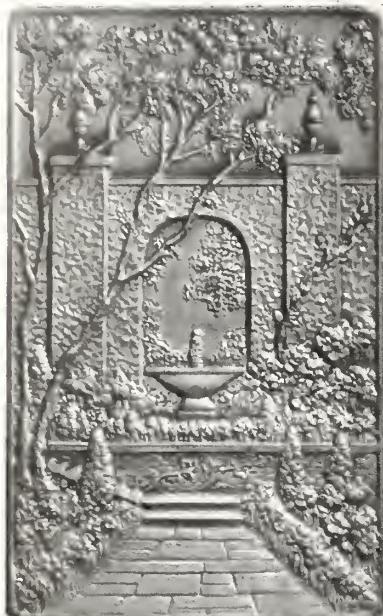
Stephen Mather

STEPHEN MATHER—Informal Decorative—1931 Introduction

Huge 10 to 12 inch Brownish old rose of fine form; named for our beloved former DIRECTOR of National Parks, a great Man, who did so much for this and future generations, in the Conservation of our National Parks. Full description on Page 6.

ALICE MEUSSDORFFER DAHLIA GARDENS

SAN FRANCISCO, CALIFORNIA



The Achievement Medal of the American Home
awarded us on our 1932 Introduction

MOONBEAM

at the 1931 Show of the Dahlia Society of California
We were Winners of 15 First Prizes and 9 Second Prizes in 1931

Achievement Medal on MOONBEAM

American Dahlia Society Medal on Best Basket of 15 Blooms

(ALICE MEUSSDORFFER)

California Flower Festival at San Leandro, First Prize for Largest
Perfect Dahlia (KAWEAH)

California State Fair at Sacramento—First Prize—Best Display

San Mateo Flower Festival—First Prize for Best Display

San Francisco Garden Club—First Prize—Best Dahlia (ROSALIND KEEP)
First Prize—KAWEAH

DAHLIA SOCIETY of CALIFORNIA SHOW

First Prize—Largest Perfect Dahlia (Kaweah.)

First Prize—Best 1930 Seedling.

First Prize—Best Basket of 15 of One Variety—(Alice Meussdorffer).

First Prize—Best Basket of Pompons.

First Prize—Best 3 Pink Dahlias. (Rosalind Keep.)

First Prize—Best 3 of other Color. (Kaweah.)

First Prize, American Dahlia Society Medal on Best Basket of

15 of 1 Variety (Alice Meussdorffer)



First Prize—Best Display California State Fair at Sacramento

